

Please enter the following amendments and remarks:

**AMENDMENT TO THE CLAIMS**

Claim 1. (currently amended) A system for creating an affinity group of portable communications device users comprising:

means for providing wireless communication between said users;

means for storing gaming profile data relating to each of said users, said means for storing being operatively connected to the means for providing wireless communications; and

means for (a) comparing the gaming profile data of different ones of said users, and (b) associating users with the affinity group based on the gaming profile data comparison to thereby create the group, said means for comparing and associating being operatively connected to the means for storing[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 2. (original) The system of Claim 1 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education

level, user residence, user sex, user religion, other users precluded from communicating with the user, and user frequent location.

Claim 3. (original) The system of Claim 1 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

Claim 4. (original) The system of Claim 1 wherein the profile data includes user electronic game preferences.

Claim 5. (original) The system of Claim 1 wherein the profile data includes user interactive game preferences.

Claim 6. (original) The system of Claim 5 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

Claim 7. (original) The system of Claim 1 wherein the profile data includes user game skill level.

Claim 8. (original) The system of Claim 1 wherein the profile data includes user interactive game preferences and user game skill level.

Claim 9. (original) The system of Claim 1 wherein the means for providing wireless communication includes plural mobile wireless devices, and wherein the means for storing profile data comprises a memory device located in each mobile wireless device.

Claim 10. (original) The system of Claim 1 wherein the means for providing wireless communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

Claim 11. (original) The system of Claim 1 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 12. (currently amended) A system for creating an affinity group of portable communications device users comprising:

means for providing wireless communication between said users;

means for storing gaming profile data relating to each of said users, said means for storing being operatively connected to the means for providing wireless communications; and

means for (a) comparing the gaming profile data of each of said users with a predefined affinity group definition, and (b) associating users with the affinity group based on the comparison user gaming profile data with the predefined affinity group definition to thereby create the group, said means for comparing and associating being operatively connected to the means for storing[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 13. (original) The system of Claim 12 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

Claim 14. (original) The system of Claim 12 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

Claim 15. (original) The system of Claim 12 wherein the profile data includes user electronic game preferences.

Claim 16. (original) The system of Claim 12 wherein the profile data includes user interactive game preferences.

Claim 17. (original) The system of Claim 16 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

Claim 18. (original) The system of Claim 12 wherein the profile data includes user game skill level.

Claim 19. (original) The system of Claim 12 wherein the profile data includes user virtual reality character characteristics.

Claim 20. (original) The system of Claim 12 wherein the profile data includes user interactive game preferences and user game skill level.

Claim 21. (original) The system of Claim 12 wherein the means for providing wireless communication includes plural mobile wireless devices, and wherein the means for storing profile data comprises a memory device located in each mobile wireless device.

Claim 22. (original) The system of Claim 12 wherein the means for providing wireless communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

Claim 23. (original) The system of Claim 12 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 24. (currently amended) A method of creating an affinity group of portable communications device users comprising the steps of:

providing wireless communication between said users; receiving gaming profile data relating to each of said users; storing the gaming profile data relating to each of said users; comparing the stored gaming profile data of different ones of said users; and associating users with the affinity group based on the gaming profile data comparison[.]; wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 25. (original) The method of Claim 24 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

Claim 26. (original) The method of Claim 24 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

Claim 27. (original) The method of Claim 24 wherein the profile data includes user electronic game preferences.

Claim 28. (original) The method of Claim 24 wherein the profile data includes user interactive game preferences.

Claim 29. (original) The method of Claim 28 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

Claim 30. (original) The method of Claim 24 wherein the profile data includes user game skill level.

Claim 31. (original) The method of Claim 24 wherein the profile data includes user virtual reality character characteristics.

Claim 32. (original) The method of Claim 24 wherein the profile data includes user interactive game preferences and user game skill level.

Claim 33. (original) The method of Claim 24 wherein the provision of wireless communication involves the use of plural portable communications devices, each said portable communications device having a memory device located therein, and wherein the profile data is stored in the memory devices located in the portable communications devices.

Claim 34. (original) The method of Claim 24 wherein the provision of wireless communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is stored in said memory device.

Claim 35. (original) The method of Claim 24 further comprising the steps of:

receiving updated profile data relating to said users;

modifying the stored user profile data based on the received updated profile data;

comparing the modified user profile data of different ones of said users; and

modifying as needed the users associated with the affinity group based on the modified user profile comparison.

Claim 36. (currently amended) A method of creating an affinity group of portable communications device users comprising the steps of:

providing wireless communication between said users;

receiving gaming profile data relating to each of said users; storing the gaming profile data relating to each of said users;

comparing the gaming profile data of a plurality of said users with a predefined affinity group definition; and

associating users with the affinity group based on the comparison of the user gaming profile data with the predefined affinity group definition to thereby create the group[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable



communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 37. (original) The method of Claim 36 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

Claim 38. (original) The method of Claim 36 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device.

Claim 39. (original) The method of Claim 36 wherein the profile data includes user electronic game preferences.

Claim 40. (original) The method of Claim 36 wherein the profile data includes user interactive game preferences.

Claim 41. (original) The method of Claim 40 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

Claim 42. (original) The method of Claim 36 wherein the profile data includes user game skill level.

Claim 43. (original) The method of Claim 36 wherein the profile data includes user virtual reality character characteristics.

Claim 44. (original) The method of Claim 36 wherein the profile data includes user interactive game preferences and user game skill level.

Claim 45. (original) The method of Claim 36 wherein the provision of wireless communication involves the use of plural mobile portable communications devices, each said portable communications device having a memory device located therein, and wherein the profile data is stored in the memory devices located in the portable communications devices.

Claim 46. (original) The method of Claim 36 wherein the provision of wireless communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is stored in said memory device.

Claim 47. (original) The method of Claim 36 further comprising the steps of: receiving updated profile data relating to said users;

modifying the stored user profile data based on the received updated profile data;  
comparing the modified user profile data of a user with a predefined affinity group definition; and

modifying as needed the users associated with the affinity group based on the comparison of the modified user profile data with the predefined affinity group definition.

Claim 48. (currently amended) A method of creating an affinity group of wireless telephone users in realtime comprising the steps of:

providing wireless telephone communication between said users;  
accessing gaming profile data relating to selected ones of said users;  
comparing the accessed gaming profile data of different ones of said users; and  
associating users with the affinity group based on the gaming profile data comparison[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 49. (original) The method of Claim 48 wherein the provision of wireless telephone communication involves the use of plural mobile wireless devices, each said mobile wireless device having a memory device located therein, and wherein said profile data is accessed from the memory devices located in the mobile wireless devices.

Claim 50. (original) The method of Claim 48 wherein the provision of wireless telephone communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is accessed from said memory device.

Claim 51. (currently amended) A method of creating an affinity group of wireless telephone users in realtime comprising the steps of:

providing wireless telephone communication between said users;

accessing gaming profile data relating to selected ones of said users;

comparing the accessed gaming profile data with a predefined affinity group definition; and

associating users with the affinity group based on the comparison of the gaming profile data with the predefined affinity group definition[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 52. (original) The method of Claim 51 wherein the provision of wireless telephone communication involves the use of plural mobile wireless devices, each said mobile wireless device having a memory device located therein, and wherein user profile data is accessed from the memory devices located in the mobile wireless devices.

Claim 53. (original) The method of Claim 51 wherein the provision of wireless telephone communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is accessed from said memory device.

Claim 54. (currently amended) A method of maintaining a group of portable communications device users associated with an affinity group based on comparisons of stored user gaming profile data, said method comprising the steps of:

receiving updated gaming profile data relating to users;

modifying the stored user gaming profile data based on the received updated gaming profile data;

comparing the modified user gaming profile data of different ones of said users; and

modifying as needed the users associated with the affinity group based on the modified user profile comparison[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 55. (currently amended) A method of maintaining a group of portable communications device users associated with an affinity group based on comparisons of stored user gaming profile data, said method comprising the steps of:

receiving updated gaming profile data relating to users;

modifying the stored user gaming profile data based on the received updated gaming profile data;

comparing the modified user gaming profile data to a predefined affinity group definition;

and

modifying as needed the users associated with the affinity group based on the comparison of the modified user gaming profile data with the predefined affinity group definition.

Claim 56. (currently amended) A system for distributing content to an affinity group of portable communications device users comprising:

means for providing portable communications device communication between said users;

means for storing gaming profile data relating to each of said users, said means for storing being operatively connected to the means for providing communication; means for (a) comparing the gaming profile data of different ones of said users, and (b) associating users with the affinity group based on the gaming profile data comparison to thereby create the group, said means for comparing and associating being operatively connected to the means for storing; and

means for selecting content for and distributing content to said users based on their inclusion in an affinity group, said means for selecting and distributing being operatively connected to the means for providing communication and the means for comparing and associating[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 57. (original) The system of Claim 56 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user

portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

Claim 58. (original) The system of Claim 56 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

Claim 59. (original) The system of Claim 56 wherein the profile data includes user electronic game preferences.

Claim 60. (original) The system of Claim 56 wherein the profile data includes user interactive game preferences.

Claim 61. (original) The system of Claim 60 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

Claim 62. (original) The system of Claim 56 wherein the profile data includes user game skill level.

Claim 63. (original) The system of Claim 56 wherein the profile data includes user interactive game preferences and user game skill level.

Claim 64. (original) The system of Claim 56 wherein the means for providing communication includes plural portable communications devices, and wherein the means for storing profile data comprises a memory device located in each portable communications device.

Claim 65. (original) The system of Claim 56 wherein the means for providing communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

Claim 66. (original) The system of Claim 56 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 67. (currently amended) A system for distributing content to an affinity group of portable communications device users comprising:

means for providing communication between said users;

means for storing gaming profile data relating to each of said users, said means for storing being operatively connected to the means for providing communication; means for (a) comparing the gaming profile data of each of said users with a predefined affinity group definition, and (b) associating users with the affinity group based on the comparison user gaming profile data with the predefined affinity group definition to thereby create the group, said means for comparing and associating being operatively connected to the means for storing; and

means for selecting content for and distributing content to said users based on their inclusion in an affinity group, said means for selecting and distributing being operatively connected to the means for providing communication and the means for comparing and associating[.];



wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 68. (original) The system of Claim 67 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

Claim 69. (original) The system of Claim 67 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

Claim 70. (original) The system of Claim 67 wherein the profile data includes user electronic game preferences.

Claim 71. (original) The system of Claim 67 wherein the profile data includes user interactive game preferences.

Claim 72. (original) The system of Claim 71 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

Claim 73. (original) The system of Claim 67 wherein the profile data includes user game skill level.

Claim 74. (original) The system of Claim 67 wherein the profile data includes user virtual reality character characteristics.

Claim 75. (original) The system of Claim 67 wherein the profile data includes user interactive game preferences and user game skill level.

Claim 76. (original) The system of Claim 67 wherein the means for providing communication includes plural portable communications device, and wherein the means for storing profile data comprises a memory device located in each portable communications device.

Claim 77. (original) The system of Claim 67 wherein the means for providing communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

Claim 78. (original) The system of Claim 67 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

Claim 79. (currently amended) A method of distributing targeted content to an affinity group of portable communications device users comprising the steps of:

providing wireless communication between a plurality of users;

receiving gaming profile data relating to selected ones of said users;

storing the gaming profile data relating to said users;

comparing the stored gaming profile data of different ones of said users; associating users with the affinity group based on the gaming profile data comparison; and

distributing targeted content to the affinity group[.];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 80. (original) The method of Claim 79 wherein the targeted content comprises a game application.

Claim 81. (currently amended) A method of distributing targeted content to an affinity group of portable communications device users comprising the steps of:

providing wireless communication between a plurality of users;

receiving gaming profile data relating to selected ones of said users;

storing the gaming profile data relating to said users;

comparing the gaming profile data a plurality of said selected users with a predefined affinity group definition;

associating users with the affinity group based on the comparison of the user gaming profile data with the predefined affinity group definition to thereby create the group; and

distributing targeted content to said users in the affinity group[[]];

wherein the gaming profile data includes billing information, affinity group memberships, portable communications device model, game applications resident on the user's portable communications device, user skill level, portable communications device usage level, any wireless connectivity, and inclusion and exclusion of other users.

Claim 82. (original) The method of Claim 81 wherein the targeted content comprises a game application.